

CE: IS IT WORTH IT?

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Objectives:

**Describe the types of CE
available to the Public
Health Workforce**



Objectives:

**Discuss how CE can
increase audience reach**



Objectives:

**Describe the importance
of developing processes
and partnerships
seeking CE**



FY2002 CDC had:

**90,000 participants in
accredited programs**



Types of Credit Relevant to Workforce

CME (Physicians)

FY02 11,868



Types of Credit Relevant to Workforce

CNE (Registered Nurses)

FY02 36,059



Types of Credit Relevant to Workforce

**CECH
(Certified Health
Education Specialist)**

FY02 547



Types of Credit Relevant to Workforce

CEU (Generic credit)

FY02 18,142



Types of Credit Relevant to Workforce

**Pharmacy CEU (ACPE)
Medical Technologists**



Types of Credit Relevant to Workforce

Sanitarians

**Environmental Health
Officers**

Medical Assistants



Benefits of Having Continuing Education

**Customer can meet
professional licensure
requirements**



Benefits to Having Continuing Education

Makes your product more
attractive to customers



Benefits to Having Continuing Education

**Contributes to a higher
quality product**



Benefits of Having Continuing Education

**Increases the knowledge
and skills of the public
health workforce**



HOW TO GET YOUR PROGRAM ACCREDITED

Or

THE LONG AND WINDING ROAD



CDC will accredit:

National Programs

Programs funded by CDC



CDC will NOT accredit:

State or local programs



CE Process—Key Points

**Requirements based on
accrediting organization's
rules**



CE Process—Key Points

**Requires lead time—we
require 4-6 months for a
national conference;
slightly shorter for a
broadcast or print-based
program**



CE Process—Key Points

Increases the need for individuals to develop the CE proposal and process the credit after the program



CE Process—Key Points

**Forming partnerships
may help you
successfully run the CE
process**



Where can I go?

Schools of Public Health

**State Professional
Organizations**

Academic Centers



**Where to find accredited
educational activities.....**



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Public Health Training Network

**Catalog:
CDC course materials
(mainly CE accredited
courses)**



Public Health Training Network

Calendar-

**CDC courses as well as other
relevant courses**

www.phppo.cdc.gov/phtn



A background image of a sunset over the ocean. The sun is a bright yellow-orange circle on the horizon, with its light reflecting on the water. The sky is a mix of orange, yellow, and blue, with some clouds. The water is a deep blue with gentle ripples.

CDC/ATSDR's Training and Continuing Education Online System

www.phppo.cdc.gov/phtnonline



CDC/ATSDR's Training and Continuing Education Online System.....

**Search feature which lists all
CDC current accredited
courses, most online**



Latest Changes

Register a site for a non-accredited broadcast

Accredit urgent broadcasts

Internal CDC training—EPO, NIP weekly seminars, for example



CE: Is it worth it?

YES!!!!!!

